AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application. Please amend the claims, as follows:

1.-21. (Cancelled)

22. (Currently Amended) A method of providing user modeling in media delivery networks, wherein a set of applications is adapted to exchange usage data collected by each application regarding a user of each application and the user's interaction with each application by means of at least one user modeling server, comprising the steps of:

associating with said user modeling server a function for regulating exchange of usage data between any of a first application and a second application in said set, wherein said function defines:

whether said usage data are provided by said first application to said second application, and

a degree of trust acknowledged by said second application to the provided usage data; and

calculating, using the user modeling server, predictions associated with a user preference for said second application based on the usage data provided by said first application and the degree of trust acknowledged by said second application to the usage data function.

23. (Previously Presented) The method of claim 22, wherein said usage data comprise:

user data related to the registered users and their profiles; and

feedback data concerning the users' behavior.

24.   (Previously Presented) The method of claim 23, further comprising the step of

providing in said user modeling server:

a first database containing the user data;

a second database comprising feedback data; and

a third database containing rules for the exchange of usage data, said rules defining said

function.

25.   (Previously Presented) The method of claim 24, further comprising the step of

generating a prediction about preferences of a user in a specific domain by taking the user data

associated with said user from the first database and the feedback data associated with said user

from the second database and weighing said user data and said feedback data according to the

rules contained in the third database.

26.   (Previously Presented) The method of claim 24, wherein said user modeling

server further comprises a fourth database comprising data describing each application in said

set.

27.   (Previously Presented) The method of claim 22, wherein said function is in the

form of a bi-directional relationship and wherein any of said first and second applications is

configured for accepting, refusing or negotiating said relationship.

28.   (Previously Presented) The method of claim 22, further comprising the steps of:

valuating said usage data; and

defining debit and credit values each said application in said set has in respect to usage

data exchanged with other applications in said set.

29.   (Previously Presented) The method of claim 22, wherein said applications are associated with respective providers and wherein the method comprises the step of causing at least one of said providers to produce a list of other providers to which usage data are to be provided on the basis of said function.

30.   (Previously Presented) The method of claim 22, wherein said applications are associated with respective providers and wherein the method comprises the step of causing at least one of said providers to produce a list of providers from which information is to be acquired.

31.   (Previously Presented) The method of claim 23, wherein said usage data further comprise environment data related to the users' current location.

32.   (Currently Amended) A system for providing user modeling in media delivery networks, comprising at least one user modeling server whereby a set of applications is adapted to exchange usage data via said at least one user modeling server, wherein said user modeling server has an associated function for regulating exchange of usage data between any of a first application and a second application in said set, and wherein said function defines:

whether said usage data are provided by said first application to said second application, and

a degree of trust acknowledged by said second application to said provided usage data;
and

wherein said user modeling server calculates predictions associated with a user preference for said second application based on the usage data provided by said first application and the degree of trust acknowledged by said second application to the usage data function.

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33.   (Previously Presented) The system of claim 32, wherein said usage data

comprise:

user data related to the registered users and their profiles; and

feedback data concerning the users' behavior.

34.   (Previously Presented) The system of claim 33, wherein the user modeling server

comprises:

a first database containing the user data;

a second database comprising feedback data; and

a third database containing rules for the exchange of usage data, said rules defining said

function.

35.   (Previously Presented) The system of claim 34, further comprising a user

modeling component configured to generate a prediction about preferences of a user in a specific

domain by taking the user data associated with said user from the first database and the feedback

data associated with said user from the second database and weighing said user data and said

feedback data according to the rules contained in the third database.

36.   (Previously Presented) The system of claim 34, wherein said user modeling

server further comprises a fourth database comprising data describing each application in said

set.

37.   (Previously Presented) The system of claim 35, wherein the user modeling

component comprises:

a set of user modeling modules, each user modeling module being associated with an

application of said set and comprising the user data and the feedback data, wherein each

modeling module is adapted to generate a prediction about preferences of said user; and

a merge component configured to merge the predictions about preferences from

applications of said set and to weigh said predictions according to the rules contained in the third

database.

38.   (Previously Presented) The system of claim 32, wherein said function is in the

form of a bi-directional relationship and wherein any of said first and second applications is

configured for accepting, refusing or negotiating said relationship.

39.   (Previously Presented) The system of claim 32, wherein said applications are

associated with respective providers and wherein at least one of said providers stores a list of

other providers to which usage data are to be provided on the basis of said function.

40.   (Previously Presented) The system of claim 32, wherein said applications are

associated with respective providers and wherein at least one of said providers stores a list of

providers from which information is to be acquired.

41.   (Previously Presented) A media delivery network comprising a system according

to claim 32.

42.   (Currently Amended) A non-transitory computer readable storage medium

encoded with a computer program product loadable into a memory of at least one computer, the

computer program product comprising software code portions performing the steps of the

method of claim 22.